

Help Manual – For Buyers



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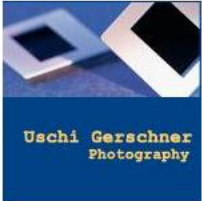
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Last updated: April 1, 2009 (Please access the Online Help for the latest version of this information)


The following directions can help you with licensing images from a LicenseStream Store Owner. The below image shows you an example of a Store Front from where you can access the Provider's Galleries and content for licensing.

Uschi Gerschner Photography


Click on an image or gallery to view and license content.




Uschi Gerschner
Phone: 917-232-3628
Email: info@uschigerschner.com
I'm a Photojournalist based in New York City.
My website: www.uschigerschner.com
My blog: uschiphoto.wordpress.com




Manhattan Bridge



L'Aquarium de Barcelona



Plane approaching JFK



Parachute Jump

▼ Login
A LicenseStream Buyer Account is needed to create lightboxes or to access a shopping cart.
[Login or Create Account](#)

▼ Groups

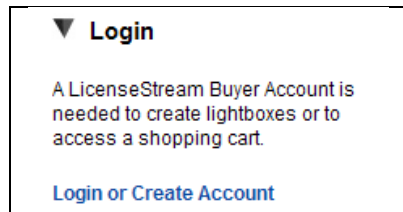
Galleries
New Images
Europe
North America

- On the left side of the Store Front you will find the contact information for the Provider.
- Clicking on one of the displayed images will take you to the content grid where you can search for and find all content available from the specific Provider
- Clicking on a Gallery name on the right side will take you to the content within the specific Gallery

Create Account

A free LicenseStream Buyer Account is needed to create a lightbox, license images and access a shopping cart.

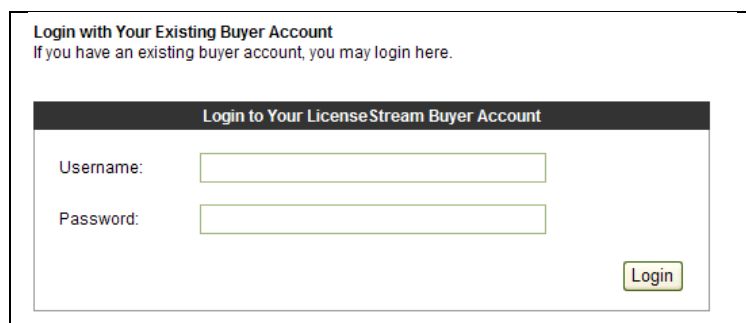
- Click on the 'Login or Create Account' link on the right side of the Store Front page



- Create a username and password, enter personal information, accept the Terms & Conditions and click 'Create Account'

Log In

- Click either on the 'Login' link in the upper right hand corner of the page or the 'Login or Create Account' link on the right hand side of the page.
- Enter your Login Information and click 'Login'

A screenshot of a login form. At the top, it says 'Login with Your Existing Buyer Account' and 'If you have an existing buyer account, you may login here.' Below this is a dark header bar with the text 'Login to Your LicenseStream Buyer Account'. The form contains two input fields: 'Username:' and 'Password:'. A 'Login' button is located at the bottom right of the form area.

Forgot your Password?


- Click on the Login link
- Click on 'Forgot your password?'

Login with Your Existing Buyer Account
If you have an existing buyer account, you may login here.

Login to Your LicenseStream Buyer Account

Username:

Password:

 [Forgot your password?](#)

- Enter your e-mail address and zip code and click 'Continue'


Forgot Your Password?

Enter your e-mail address and zip / postal code in the fields below, then click *Continue*. LicenseStream will send you your account information.

E-Mail Address and Zip / Postal Code

E-Mail Address:

Zip / Postal Code:



- You will receive a list of all accounts associated with the e-mail address and zip code you entered
- Click the radio button for the appropriate account and click 'Retrieve Account Information'
- A randomly generated password will be send to you, log in with this password, then change the password in your 'Edit Profile' page

Forgot Your Password?


The following accounts matching your e-mail address and zipcode were found. Please select the account you wish to login to, then click *Continue*.

Important Password Notice:

Our security policy prevents us from e-mailing your password. Instead, a new randomly-generated password will set and e-mailed to you for the account you choose. Use this temporary password to log-in to LicenseStream. Once logged-in, you can change the password in the *Edit Profile* page.

Accounts

oliver



Page Layout

After you log in you will see the following options available to you:

The screenshot shows the LicenseStream user interface. At the top right, there are links for [shopping cart](#), [support](#), [contact us](#), [edit profile](#), and [log out](#). Below these is the LicenseStream logo and a welcome message: "Welcome to LicenseStream, Susi Gerschner". A navigation bar contains four tabs: "Current Store", "Recent Stores", "My Lightboxes", and "Account History". Below the navigation bar, four callout boxes with arrows pointing to the tabs provide instructions: "If you logged in from a store front you can click here to get back to the current store" (pointing to Current Store), "This tab will show you a list of stores you recently visited, you can access the stores from here" (pointing to Recent Stores), "This tab shows you a list of your lightboxes" (pointing to My Lightboxes), and "The Account History tab will take you to your Transaction history." (pointing to Account History).

Edit your profile

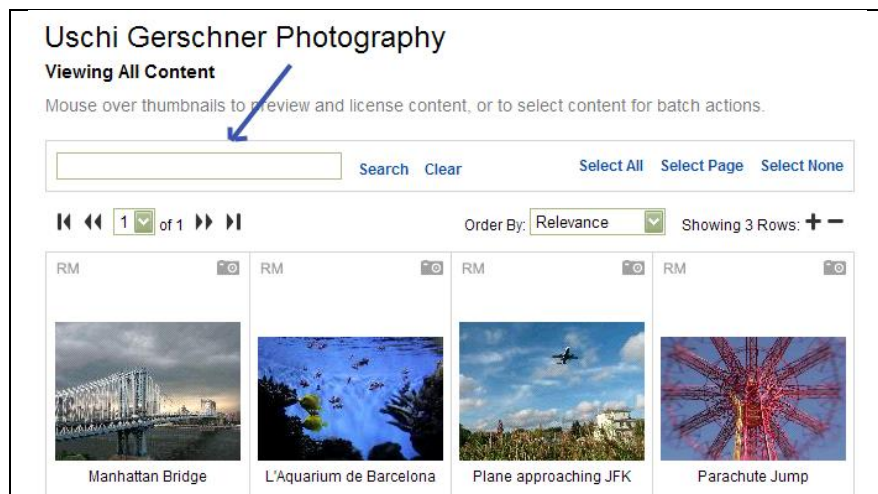
- Click on 'Edit Profile' on the upper right hand side of the page to change your Password and update your Contact Information.

The "Edit Profile" form is divided into two sections. The "Account Information" section includes fields for "Username" (pre-filled with "MarkBuyer"), "Old Password", "New Password", and "Confirm Password", along with a "Change Password" button. The "Personal Information" section includes fields for "Salutation" (pre-filled with "Mr."), "First name" (pre-filled with "Mark"), "Middle Initial" (pre-filled with "A"), and "Last name" (pre-filled with "Buyer"). A note indicates that fields with an asterisk are required.

Search

Basic Search

- From the Store Front click on any image to view all content and search for specific content for the Provider
- Enter your search criteria in the Search field, then click on 'Search'



General search searches the Description, Keywords and Content Name fields. The following search rules apply:

- **BOOLEAN OPERATOR AND:** More complex searches can be constructed using the Boolean operator AND, i.e. search for [vacation and Hawaii](#) would return all content that has both keywords in them.
- **BOOLEAN OPERATOR OR:** More complex searches can be constructed using the Boolean operators OR – finds all content that has at least one of the 2 keywords in them.
- **Please note:** AND operator has a higher precedence than OR. For example, [tire handlebar or reflector](#) is evaluated as [\(tire and handlebar\) or reflector](#). Also, & and | operators can be used in place of AND and OR operators.
- **OPERATOR NOT or - :** Adding a minus sign (-) in front of a keyword will exclude this word from searches, i.e. search for [vacation -hawaii](#) would return all content that has the keyword [vacation](#) or any of its forms (vacations etc), but not the [Hawaii](#) keyword.
- **OPERATOR + :** Adding a plus sign (+) in front of a keyword will find all content with the specific keyword, but not any other forms of the word, i.e. [+vacation](#) would return all content with keyword [vacation](#), but not [vacations](#) etc.
- **SEARCHING FOR AN EXACT PHRASE:** Use quotes to execute an exact search, i.e. ["vacation Hawaii"](#) will find all content that have a compound keyword ["vacation Hawaii"](#).
- **WILDCARD SEARCHES ALLOW FOR PARTIAL SEARCHES:** Adding an asterisk (*) to the end of a search term can be used for partial searches, including searches for content names, i.e.

searching for `vac*` will return all content that has at least 1 keyword that starts with “vac” (vacation, vacuum cleaner, etc).

More advanced operators:

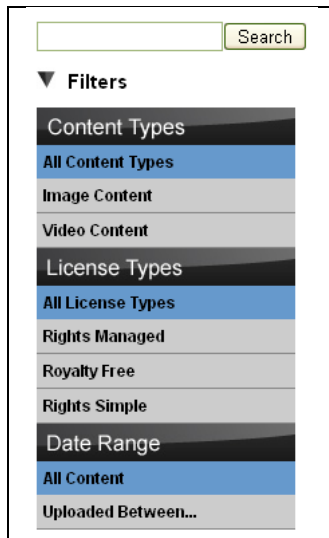
Operator: `~vacation` Result: Finds all content that has a keyword vacation or any of its synonyms. Plural forms are not being checked.

Operator: `<orange fruit>` Result: Find oranges that are closely related to keyword fruit, kind of like a pseudo-composite keyword functionality.

Advanced Search / Filter

To narrow down your search, you have the following Filter options:

- Content Types (Image or Video)
- License Types (Rights Managed, Royalty Free or Rights Simple)
- Upload Date Range



Search within Galleries

Content Providers have the option to create Galleries, where they can display groups of images.

To display a Gallery from the Store Front click on the Gallery Name under the 'Galleries' header on the right side of the page. If you are already viewing all content and would like to access a Gallery, click on the Gallery Name on the right side of the page, then click on 'View Gallery'. To get back to viewing all content, click on 'View all content' under the Gallery header.

Once the Gallery is displayed you can search for images within this Gallery by using the Search functions described above.

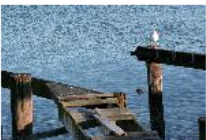

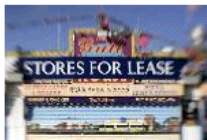
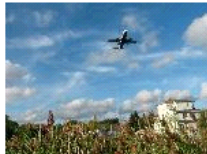
Uschi Gerschner Photography

North America Gallery

Mouse over thumbnails to preview and license content, or to select content for batch actions.

[Search](#) [Clear](#) [Select All](#) [Select Page](#) [Select None](#)

⏪ ⏩ 1 of 1 ⏪ ⏩ Order By: Showing 3 Rows: [+](#) [-](#)

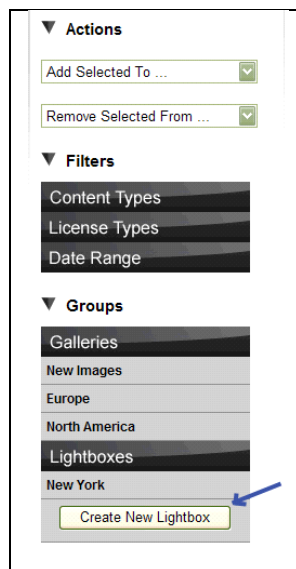
RS  Old Bridge	RM  Point Reyes Lighthouse	RM  Coney Island Boardwalk	RM  Plane approaching JFK
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Lightbox

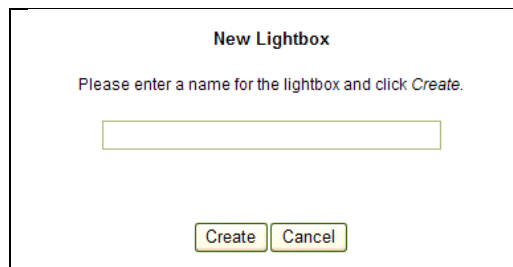
Create new Lightbox

Please note: You need to be logged in to your LicenseStream Buyer account to be able to create lightboxes.

- Click on the 'Create New Lightbox' button under the Lightbox header on the right side of the page



- In the pop-up window enter a name for the new lightbox and click 'Create'

A screenshot of a 'New Lightbox' pop-up window. The window has a title bar that says 'New Lightbox'. Below the title bar, there is a message: 'Please enter a name for the lightbox and click Create.' Below the message is a text input field. At the bottom of the window, there are two buttons: 'Create' and 'Cancel'.

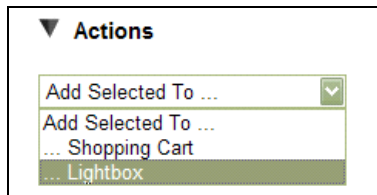
- The new lightbox will be added to the list under the Lightbox header

Add content to Lightbox

- Select the lightbox from under the 'Lightbox' header

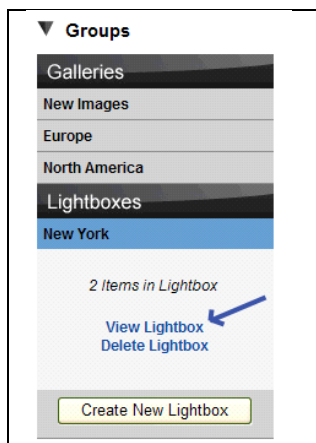


- From the left side select the images you would like to add to the Lightbox by clicking on the 'Select' button on the thumbnail
- On the Actions Dropdown choose 'Lightbox' from the dropdown list



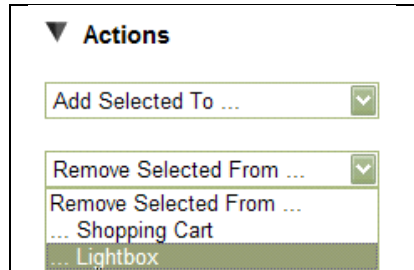
View your Lightbox

- Click on the Lightbox name under the Lightboxes header on the right side of the page
- Click 'View Lightbox'



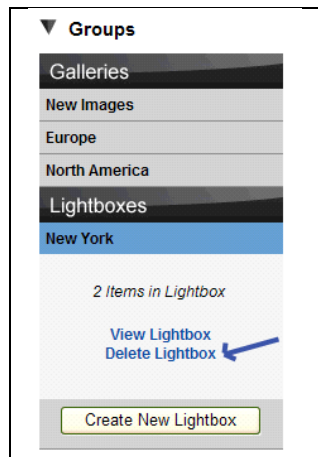
Remove content from Lightbox

- Select the appropriate lightbox
- Select the content you'd like to remove from your lightbox
- Select 'Remove Selected From > Lightbox' from the dropdown list



Delete Lightbox

- Select the Lightbox you would like to delete
- Click on 'Delete Lightbox' on the Lightbox action items



License Content

License single item

- Click on the 'License' button from the thumbnail of the image you would like to license



License RF content

Royalty Free provides an unlimited use, non-exclusive license based on file size and content resolution.

License Content

Royalty Free License | Request License

Royalty Free Usage: *

- Super High Resolution
- High Resolution
- Medium Resolution**
- Low Resolution
- Web Resolution

Build License

License Start Date: * 4/2/2009

License Code: * |LSRF|V0100|U001|1IAA1UNA2RFM|

License Fee: * \$ 200.00

Start Over → Build License

- Select the appropriate Resolution, which populates the License code and License Fee
- License Start Date defaults to today's date, but can be modified if needed
- Click 'Build License' to move the image to your Shopping Cart

You can also contact the Provider directly by clicking on the 'Request License' tab.

License RS content

Rights Simple is a unique licensing model created by LicenseStream. It combines the protection and detail of a Rights Managed license with the simplicity of a Royalty Free license. Rights Simple can be selected in a single click and all the terms of the license are included in a simple statement.

There are 2 License Types within the RS model:

1. Personal: The licenses offered within Personal Use are Mobile, Print, Products, Social Site, Website Home Page and Website Internal Page
2. SoHo (Small Office/Home Office): The licenses offered within SoHo are Display, Large Print, Medium Print, Mobile, Signage, Small Print, Website Home Page and Website Internal Page

License Content

Rights Simple License | **Request License**

License Type: *

Personal

SoHo

Mobile
Signage
Small Print
Website Home Page
Website Internal Page

Build License

License Start Date: * 4/2/2009

License Code: * |LSSIMPLE | V0100 | U001 | 1IAB1UNA2SS1 |

License Fee: * \$ 50.00

Start Over | Build License

- Select the Radio Button for Personal or SoHo
- Select the Usage, which will display the License Code and License Fee
- The License Start Date defaults to today's date, but can be changed if needed
- Click 'Build License' to move the image to your Shopping Cart

You can also contact the Provider directly by clicking on the 'Request License' tab.

License RM Content

Rights-Managed allows for fully customizable usage with optional exclusivity.

Rights Managed content is licensed for a specific use in a specific industry and region. For an extra fee, exclusive licenses give the licensee the sole right to use a piece of content in a specific industry or region until the license terminates.

The following 4 License options are available:

Quick License and Plus Pack

The Quick License and Plus Pack options are broader licenses, which do not allow exclusive licensing

Custom License

The Custom License is a detailed license, which also allows the buyer to license content exclusively

Request License

This option lets you send a message to the provider requesting a specific license for the image. Use this option if you would like to negotiate the price and other license details.

License Content

Quick License | Plus Pack | Custom License | Request License

Category: *


Type:

Build License

License Start Date: *

License Code: *

License Fee: * \$



- Select the appropriate options from the dropdown lists
- Click 'Build License', which adds the image to your Shopping Cart and takes you to the Shopping Cart Page

License multiple items

To license multiple items you will have to first add the content to your shopping cart. From within the Shopping Cart you will be able to license and invoice multiple items at once. See the 'Shopping Cart' section below for details.


Shopping Cart


In the Shopping Cart you can add a license to content, sync licenses for multiple items and checkout your items.

Example 1: The below screenshot shows you a shopping cart with one priced and one unpriced image. Since the License Types are different, you will have to build a new license for the second image.

- Click on 'Add License', which takes you to the licensing options
- Select the appropriate license as per the Licensing section above to build the license
- The content will now be priced in your shopping cart

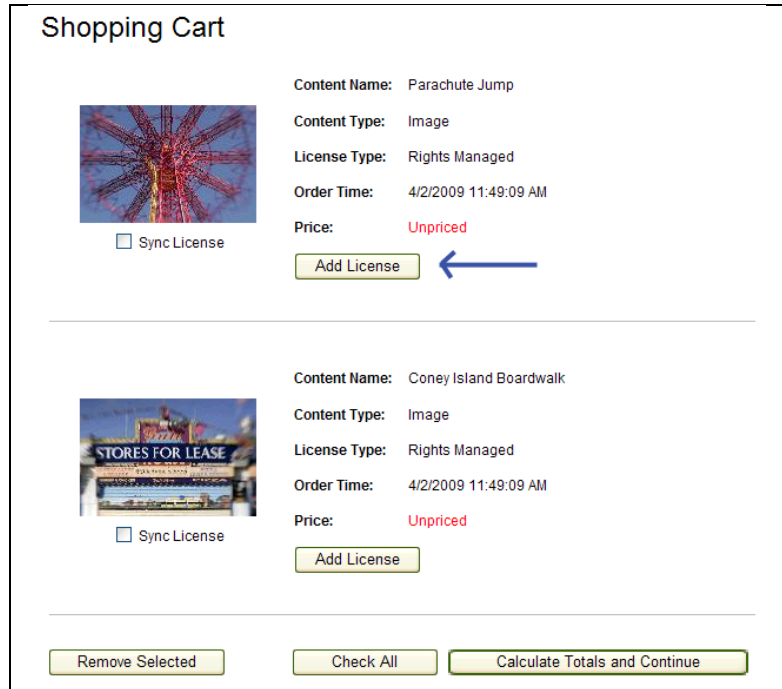
Shopping Cart

	Content Name: Colorful house front
<input type="checkbox"/> Select Content / Sync License	Content Type: Image
	License Type: Royalty Free
	Order Time: 4/2/2009 8:01:10 AM
	Price: \$200.00
	<input type="button" value="Show License"/> <input type="button" value="Sync License"/>

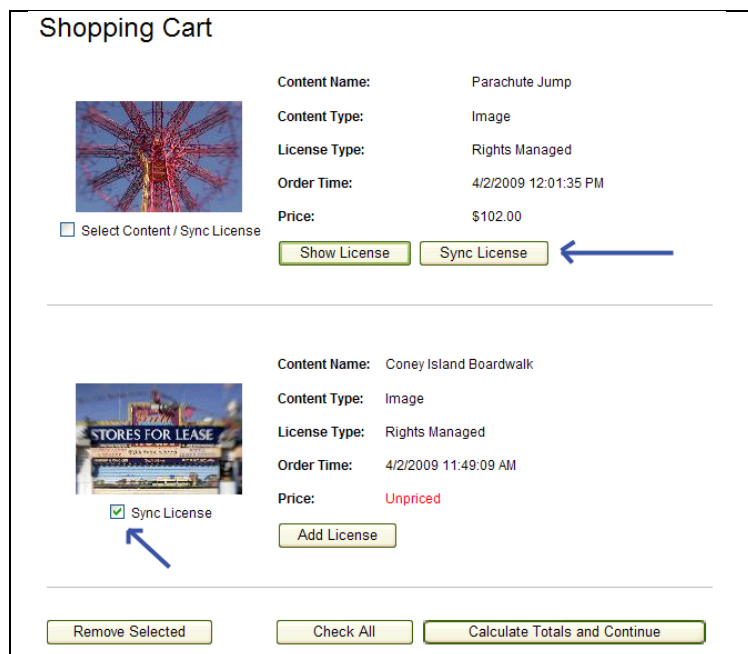
	Content Name: Plane approaching JFK
<input type="checkbox"/> Sync License	Content Type: Image
	License Type: Rights Managed
	Order Time: 3/27/2009 1:41:30 PM
	Price: Unpriced
	<input type="button" value="Add License"/>

<input type="button" value="Remove Selected"/>	<input type="button" value="Check All"/>	<input type="button" value="Calculate Totals and Continue"/>
--	--	--

Example 2: The below screenshot shows you two images with the same License Type. You only need to add a license to one content item and will then be able to sync the license for all content items.



- Click 'Add License' on the first image, then follow the licensing steps as per the Licensing section
- In the Shopping Cart select all content with the same license type
- Click on 'Sync License' on the priced content item, this will apply the license to all selected content



- Select all content items you would like to invoice and click 'Calculate Totals and Continue'
- On the checkout page add the End Client information and your Billing Information
- Clicking 'Process Payment' will create an invoice for the content

Order Totals

Checkout Items: 2
Checkout Total: \$938.00

Define End Client

End Client: ←

End client is the person who will be using the purchased content.

Billing Information

Card Holder First Name: *

Card Holder Last Name: *

Address Line 1: *

Address Line 2:

City: *

Country: * ▼

State: * ▼

Postal Code: *

Credit Card Type: * ▼

Credit Card Number: *

Credit Card Expiration: * ▼ ▼

CVV Number: * What is a CW number?

By clicking *Process Payment* you accept LicenseStream's [content license agreement](#).

←

Account History

- Click on the 'Account History Tab' which will display your transactions by Date

The screenshot shows the 'Account History' page. At the top, there is a navigation bar with four tabs: 'Current Store', 'Recent Stores', 'My Lightboxes', and 'Account History'. The 'Account History' tab is selected and highlighted. Below the navigation bar, the page title 'Account History' is displayed, followed by a note: 'All transactions are subject to the LicenseStream [Content License Agreement](#)'. A table titled 'Transactions' contains the following data:

ID	Date	Status	Buyer Name	Total	View
L10274	3/27/2009	Paid	Susi Gerschner	\$400.00	View
L10224	3/26/2009	Paid	Susi Gerschner	\$20.00	View
L10207	3/6/2009	Paid	Susi Gerschner	\$10.00	View
L10134	3/1/2009	Pending	Susi Gerschner	\$200.00	View

A blue arrow points to the 'View' button for the transaction with ID L10274.

- Click on 'View' for details

If the Invoice is pending:

- Click on 'View Invoice' to view the Invoice Details

The screenshot shows the 'LicenseStream Invoice: L10134' page. At the top, there are two tabs: 'View Invoice' and 'Pay Invoice'. The 'View Invoice' tab is selected. The page title is 'View Invoice' and there is a 'Pay Invoice' link. The invoice details are as follows:

ImageSpan, Inc.
1750 Bridgeway, Suite A100
Sausalito, CA 94965

Date Created	Invoice #	Invoice Status
3/1/2009	L10134	Pending

Bill To
Susi Gerschner
180 Varick St
New York, New York 10014

Description	Amount
Content Id: Dumbo1.jpg_1 906 Content Type: Image Dimensions: 2112 X 2816 Caption: Copyright: License Type: Royalty Free Provider: Ms. Uschi Gerschner End Client: susi The license will start on 2/28/2009. Royalty Free Usage Size: Medium Resolution	\$200.00

MEDIA SUMMARY CODE:
[LSRF]V0100[U00]1[1AA]1UNA2RFM]

Total: \$200.00

- Click on the 'Pay Invoice' link or the 'Pay Invoice' tab to access the payment screen to pay for your Invoice

LicenseStream Invoice: L10134

View Invoice Pay Invoice

Pay Invoice

Invoice #: L10134

Bill To: Susi Gerschner
180 Varick St
New York, New York 10014
United States

Amount: \$200.00

Billing Information

Card Holder First Name: * Susi
Card Holder Last Name: * Gerschner
Address Line 1: * 180 Varick St
Address Line 2:
City: * New York
Country: * United States
Region:
Postal Code: * 10014
Credit Card Type: *
Credit Card Number: *
Credit Card Expiration: *
CVV Number: * What is a CVV number?

By clicking *Process Payment* you accept LicenseStream's [content license agreement](#).

Process Payment

- Enter payment information and click 'Process Payment'


If the Invoice is paid:

- Click on the 'Download Content' tab to download the purchased file(s)

LicenseStream Invoice: L10207

Download Content View Invoice

Download Content

 **Manhattan Bridge**
Uschi Gerschner

View of Manhattan Bridge from Brooklyn, NY

[Download High-Resolution Content](#)

